

**Claims**

What is claimed is:

- 1    1.    An apparatus, comprising:
  - 2                    at least one processor;
  - 3                    a memory coupled to the at least one processor;
  - 4                    at least one digital image residing in the memory; and
  - 5                    an advertising generator residing in the memory and executed by
  - 6                    the at least one processor, the advertising generator analyzing a
  - 7                    selected digital image for one or more consumer identifying
  - 8                    characteristics, and generating an advertisement targeted to a
  - 9                    consumer based on the one or more consumer identifying
  - 10                    characteristics.
- 1    2.    The apparatus of claim 1, wherein the analyzing of the selected digital
- 2                    image for one or more consumer identifying characteristics involves object
- 3                    recognition of at least one defined object within the selected digital image.
- 1    3.    The apparatus of claim 1, wherein the analyzing of the selected digital
- 2                    image for one or more consumer identifying characteristics involves text
- 3                    recognition within the selected digital image.
- 1    4.    The apparatus of claim 1, wherein the analyzing of the selected digital
- 2                    image for one or more consumer identifying characteristics involves
- 3                    reading metadata associated with the selected digital image.
- 1    5.    The apparatus of claim 1, wherein the apparatus is a photo kiosk.
- 1    6.    The apparatus of claim 1, wherein the apparatus is a digital minilab.

- 1 7. The apparatus of claim 1, wherein the generated advertisement is a  
2 screen display.
- 1 8. The apparatus of claim 1, wherein the generated advertisement is a  
2 coupon.
- 1 9. The apparatus of claim 1, wherein the generated advertisement is a photo  
2 jacket insert.

- 1 10. A method for advertising to a consumer based on the content of a digital  
2 image associated with the consumer, the method comprising the steps of:
- 3 analyzing the digital image for one or more consumer identifying  
4 characteristics; and
- 5 generating an advertisement targeted to the consumer based on  
6 the one or more consumer identifying characteristics.
- 1 11. The method of claim 10, wherein the step of analyzing the digital image for  
2 one or more consumer identifying characteristics comprises the step of:
- 3 performing object recognition of at least one defined object within  
4 the digital image.
- 1 12. The method of claim 10, wherein the step of analyzing the digital image for  
2 one or more consumer identifying characteristics comprises the step of:
- 3 performing text recognition within the digital image.
- 1 13. The method of claim 10, wherein the step of analyzing the digital image for  
2 one or more consumer identifying characteristics comprises the step of:
- 3 reading metadata associated with the digital image.
- 1 14. The method of claim 10, wherein the step of generating an advertisement  
2 targeted to a consumer based on the one or more consumer identifying  
3 characteristics further includes the steps of:
- 4 creating a mapping from one or more potential consumer identifying  
5 characteristics to at least one associated advertisement.
- 6 if at least one consumer identifying characteristic exists within the  
7 digital image, identifying at least one associated advertisement to  
8 display to the consumer via the mapping; and

9                    presenting the at least one associated advertisement to the  
10           consumer.

1    15.    The method of claim 14, wherein the step of presenting the at least one  
2    associated advertisement to the consumer comprises the step of:

3                    generating a screen display of the at least one associated  
4           advertisement.

1    16.    The method of claim 14, wherein the step of presenting the at least one  
2    associated advertisement to the consumer comprises the step of:

3                    printing one or more coupons corresponding to the at least one  
4           associated advertisement.

- 1    17.    A program product comprising:
- 2                    an advertising generator that analyzes a selected digital image for
- 3                    one or more consumer identifying characteristics, and generates an
- 4                    advertisement targeted to a consumer based on the one or more
- 5                    consumer identifying characteristics; and
- 6                    computer-readable signal bearing media bearing the advertising
- 7                    generator.
- 1    18.    The program product of claim 17 wherein the computer-readable signal
- 2    bearing media comprises recordable media.
- 1    19.    The program product of claim 17 wherein the computer-readable signal
- 2    bearing media comprises transmission media.
- 1    20.    The program product of claim 17 wherein the analyzing of the selected
- 2    digital image for one or move consumer identifying characteristics involves object
- 3    recognition of at least one defined object within the selected digital image.
- 1    21.    The program product of claim 17 wherein the analyzing of the selected
- 2    digital image for one or more consumer identifying characteristics involves text
- 3    recognition within the selected digital image.
- 1    22.    The program product of claim 17 wherein the analyzing of the selected
- 2    digital image for one or more consumer identifying characteristics involves
- 3    reading metadata associated with the selected digital image.